

1 **IN THE CLAIMS**

2 Please cancel claims 3-14, 41-46, 48 and 49, and add new claims 51-87.

3 **1. - 50. (Cancelled)**

5 **51. (New)** A method for providing an enhanced computer based advertising system, wherein said
6 method comprises the steps of:

7 an advertiser placing an advertisement and inputting a telephone number;

8 storing said advertisement and said telephone number in a database;

9 publishing said advertisement via the Internet;

10 determining if said advertiser is available for receiving a first communication, wherein

11 said first communication is a real-time Internet communication; and

12 establishing a second communication between a first user and said advertiser;

13 wherein said establishing includes calling said telephone number via the Internet from

14 a Web page.

16 **52. (New)** A method according to claim 51, wherein said real-time Internet communication is
17 established using voice over Internet Protocol (IP).

19 **53. (New)** A method according to claim 51, wherein the anonymity of said advertiser is
20 maintained.

1 54. (New) A method according to claim 51, wherein said advertisement includes text, audio or
2 video.

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4 55. (New) A method according to claim 51, wherein said method further comprises the step of:
5 charging said user or said advertiser.

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7 56. (New) A method for providing an enhanced computer based advertising system, wherein said
8 method comprises the steps of:

9 an advertiser placing an advertisement;

10 storing said advertisement in a database;

11 publishing said advertisement via the Internet;

12 determining if said advertiser is available for receiving a real-time Internet
13 communication;

14 establishing said real-time Internet communication between a first user and said
15 advertiser; and

16 a second user calling said advertiser via a telephone;

17 wherein said advertiser communicates with said second user via a personal computer
18 connected to the Internet.

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20 57. (New) A method according to claim 56, wherein said real-time Internet communication is
21 established using voice over IP.

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1 58. (New) A method according to claim 56, wherein the anonymity of said advertiser is
2 maintained.

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4 59. (New) A method according to claim 56, wherein said advertisement includes text, audio or
5 video.

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7 60. (New) A method according to claim 56, wherein said method further comprises the step of:
8 charging said user or said advertiser.

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10 61. (New) A method for providing an enhanced computer based advertising system, wherein said
11 method comprises the steps of:

12 an advertiser placing an advertisement;

13 storing said advertisement in a database;

14 publishing said advertisement on an Internet Web page;

15 determining whether said advertiser is available for receiving a voice over IP
16 communication; and

17 a user accessing said advertisement via the Internet, said user responding to said
18 advertisement via said voice over IP communication.

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20 62. (New) A method according to claim 61, wherein said voice over IP communication is
21 initiated from an Internet Web page such that said user is connected to said advertiser.

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1 63. (New) A method according to claim 61, wherein the anonymity of said advertiser is
2 maintained.

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4 64. (New) A method according to claim 61, wherein said advertisement includes information in
5 text, audio or video

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7 65. (New) A method according to claim 61, wherein said method further comprises the step of:
8 charging said user or said advertiser.

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10 66. (New) A method for providing an enhanced computer based advertising system, wherein said
11 method comprises the steps of:

12 an advertiser placing an advertisement;

13 storing said advertisement in a database;

14 publishing said advertisement on an Internet Web page;

15 determining whether said advertiser is available for receiving a real-time Internet
16 communication;

17 a user accessing said advertisement via the Internet; and

18 said user responding to said advertisement via said real-time Internet communication;

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20 67. (New) A method according to claim 66, wherein said real-time Internet communication is
21 initiated from an Internet Web page.

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1 68. (New) A method according to claim 66, wherein said real-time Internet communication uses
2 voice over IP.

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4 69. (New) A method according to claim 66, wherein the anonymity of said advertiser is
5 maintained.

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7 70. (New) A method according to claim 66, wherein said advertisement includes text, audio or
8 video

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10 71. (New) A method according to claim 66, wherein said method further comprises the step of:
11 charging said user or said advertiser.

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13 72. (New) A method for providing an enhanced computer based advertising system, wherein said
14 method comprises the steps of:

15 an advertiser placing an advertisement and inputting a telephone number;
16 storing said advertisement and said telephone number in a database;
17 publishing said advertisement on a first Internet Web page;
18 determining whether said advertiser is available for receiving a real-time Internet
19 communication;

20 a user accessing said advertisement via the Internet, and calling said telephone number
21 via a second Internet Web page.

1 73. (New) A method according to claim 72, wherein said first Web page and said second Web
2 page are one in the same.

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4 74. (New) A method according to claim 72, wherein said calling is performed from a personal
5 computer.

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7 75. (New) A method according to claim 72, wherein said real-time Internet communication uses
8 voice over IP.

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10 76. (New) A method according to claim 72, wherein the anonymity of said advertiser is
11 maintained.

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13 77. (New) A method according to claim 72, wherein said advertisement includes information
14 includes text, audio or video.

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16 78. (New) A method according to claim 72, wherein said method further comprises the step of:
17 charging said user or said advertiser.

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1 79. (New) A method for providing an enhanced computer based advertising system, wherein said
2 method comprises the steps of:

3 an advertiser placing an advertisement and inputting a telephone number;
4 storing said advertisement and said telephone number in a database;
5 publishing said advertisement via a first Internet Web page;
6 determining whether said advertiser is available for receiving a real-time Internet
7 communication; and
8 a user accessing said advertisement via the Internet and initiating a telephone
9 conversation with said advertiser;

10 .
11 80. (New) A method according to claim 79, wherein said initiating is performed from a second
12 Internet Web page.

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14 81. (New) A method according to claim 80, wherein said first Internet Web page and said second
15 Internet Web page are one in the same.

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17 82. (New) A method according to claim 79, wherein said initiating is performed from a personal
18 computer.

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20 83. (New) A method according to claim 79, wherein said initiating establishes said real-time
21 Internet communication from said second Internet Web page.

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1 84. (New) A method according to claim 79, wherein said real-time Internet communication is
2 established using voice over IP.

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4 85. (New) A method according to claim 79, wherein the anonymity of said advertiser is
5 maintained.

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7 86. (New) A method according to claim 79, wherein said advertisement includes text, audio or
8 video

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10 87. (New) A method according to claim 79, wherein said method further comprises the step of:
11 charging said user or said advertiser.

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